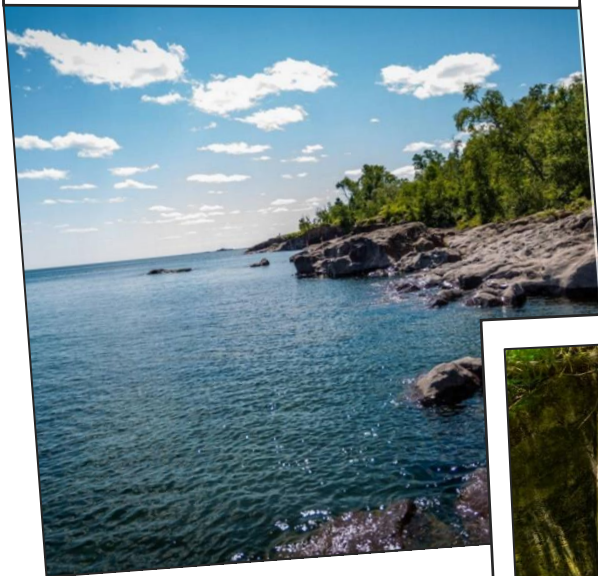


Social values & social media:

Understanding place meaning in coastal regions through the Instagram lens



WE GOT RAIN TODAY IN GRAND MARAIS!



BEAUTIFUL LAKE SUP



Allie McCreary, PhD Student
Department of Parks, Recreation and
Tourism Management
NC State University

Erin Seekamp, NC State University
Jordan W. Smith, Utah State University
Mae Davenport, University of Minnesota



A BREAK AFTER BIKING ON THE GITCHI-GAMI TRAIL.



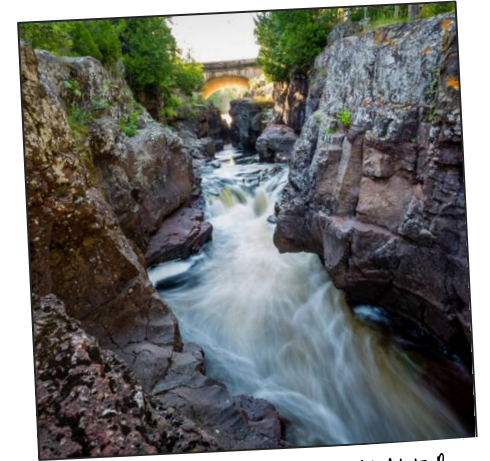
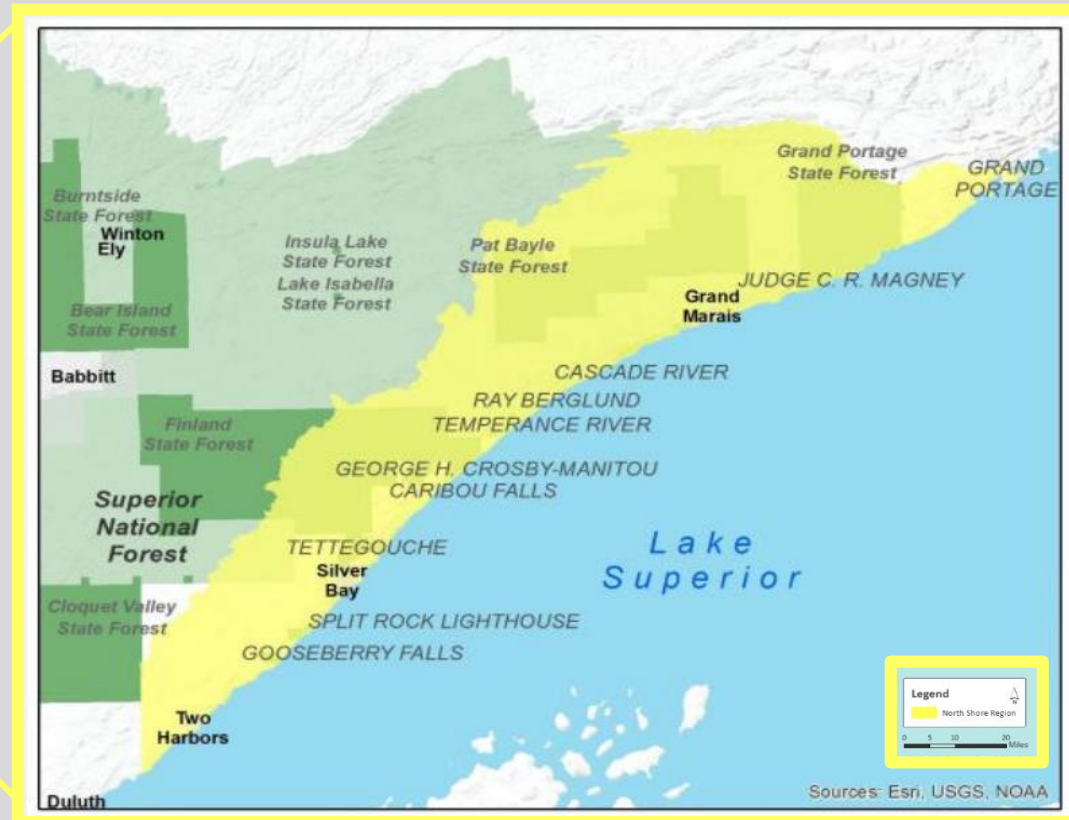
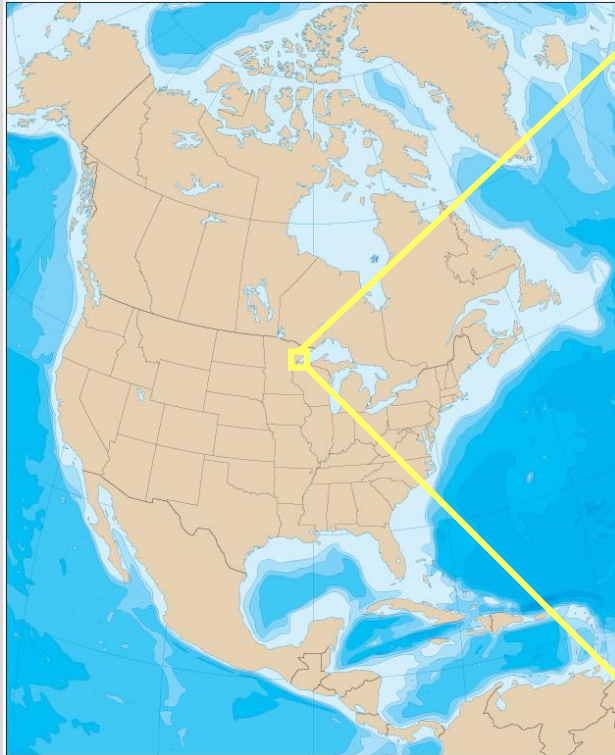
NIGHT SHOT OF THE BIG DIPPER

Climate Change & Coastal Recreation



This work is the result of research sponsored by the Minnesota Sea Grant College Program supported by the NOAA office of Sea Grant, United States Department of Commerce, under grant No. R/CC-05-14.

Study Area



#MYNORTHSHORE #SUMMER
#RIVER #WATERFALL



PERFECT DAY PADDLING...

% EMPLOYEES BY INDUSTRY IN 2013

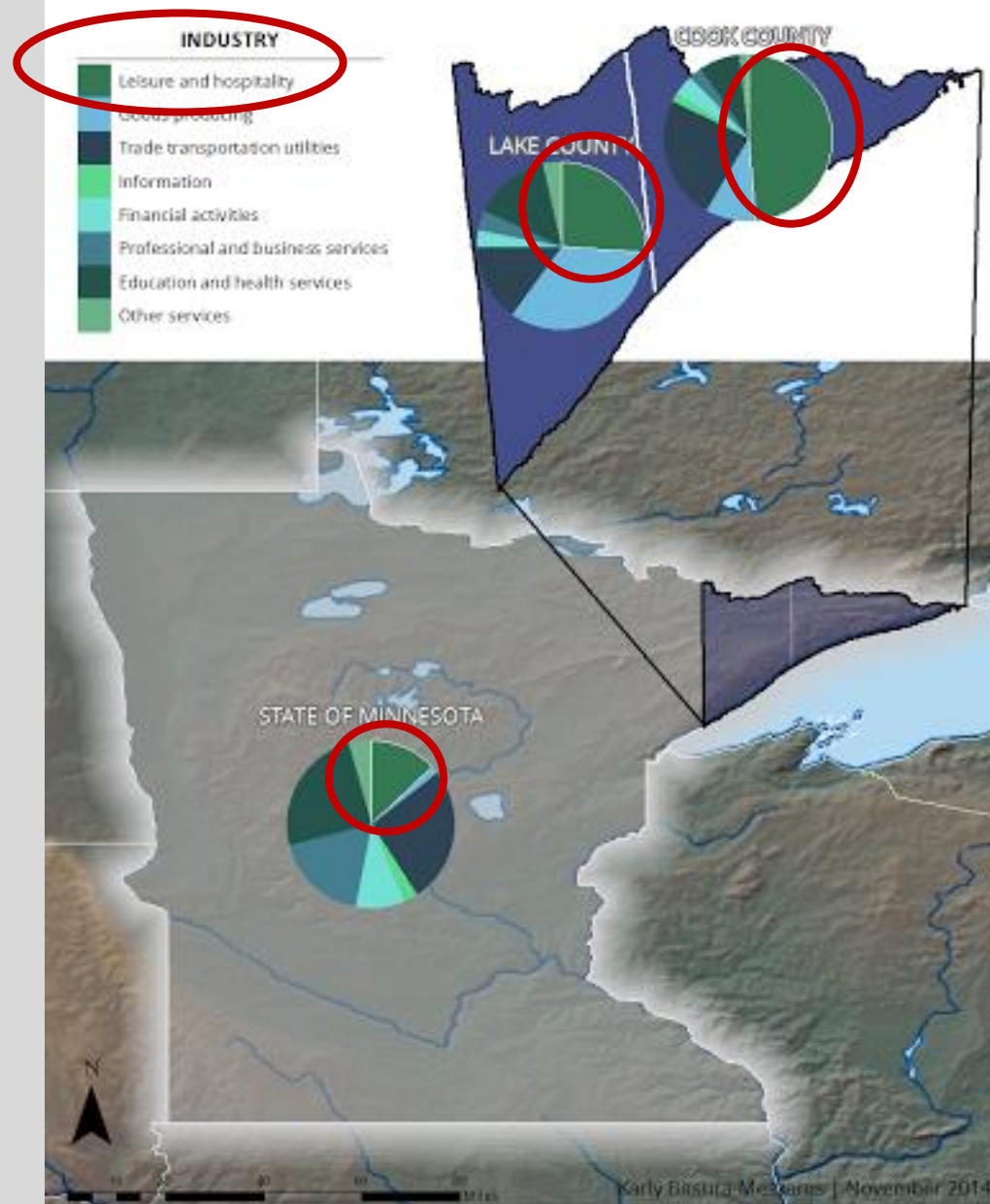
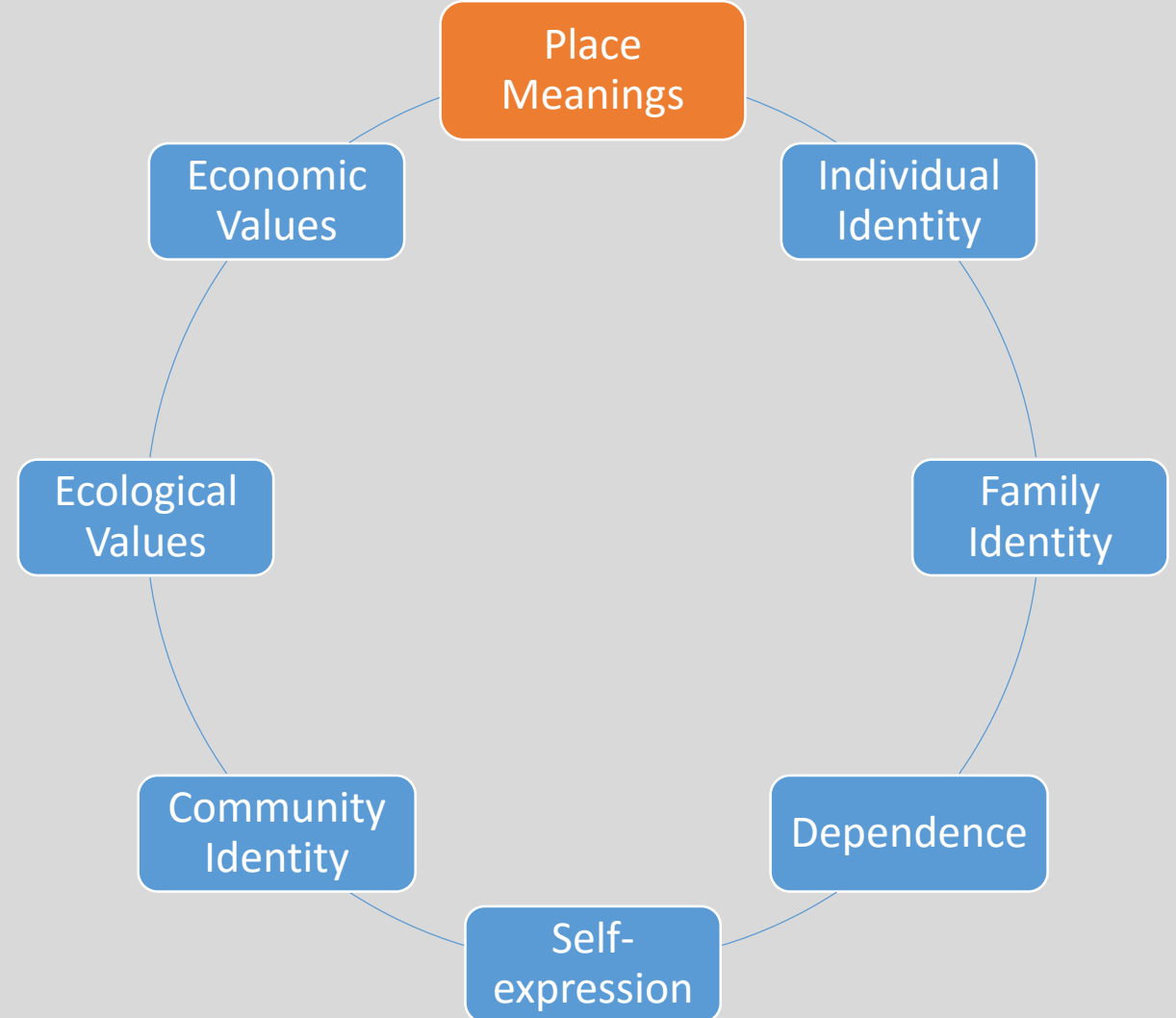




Photo-voice

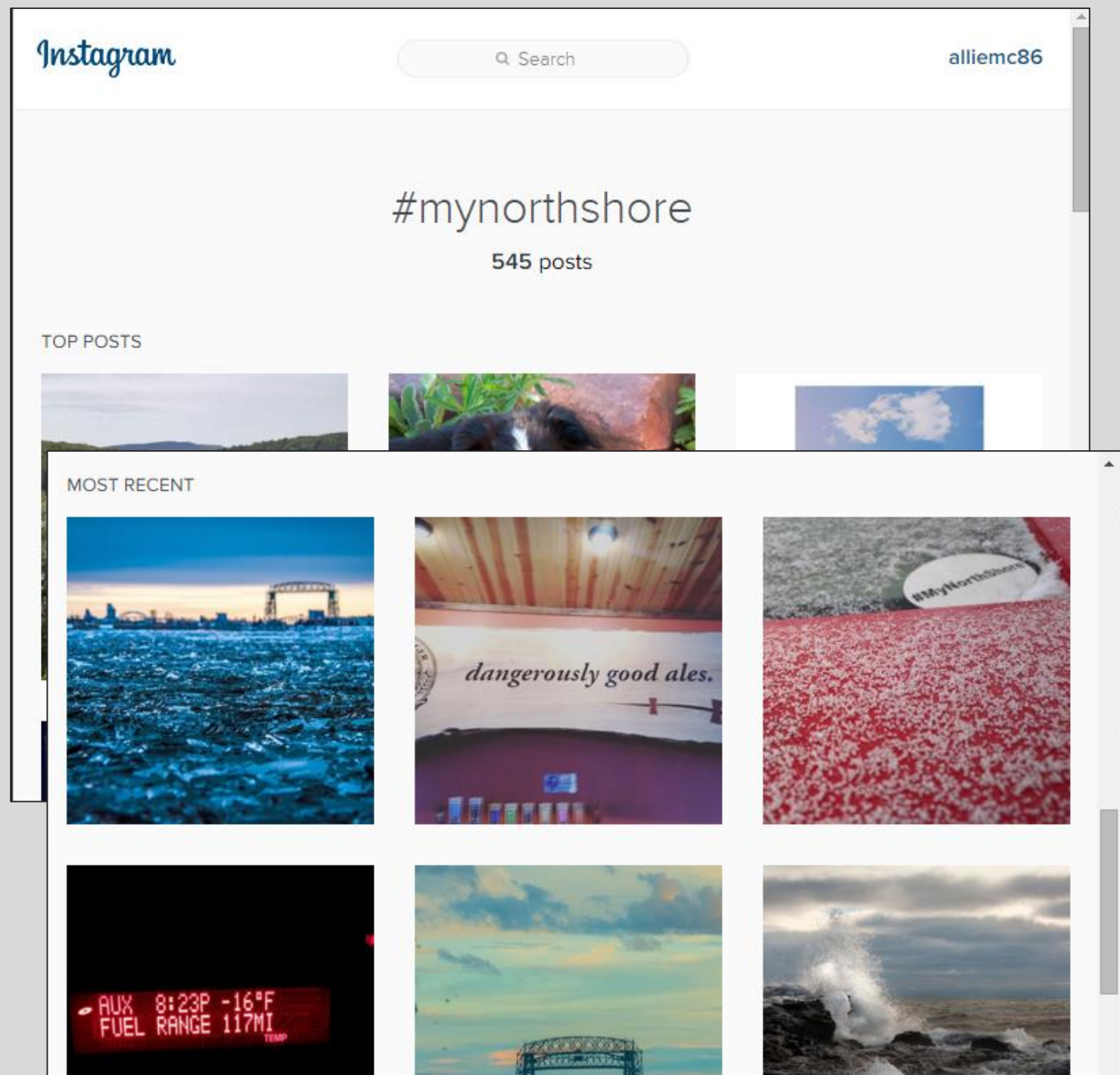
- #mynorthshore
- Remove bias
- Tangible
- Efficient

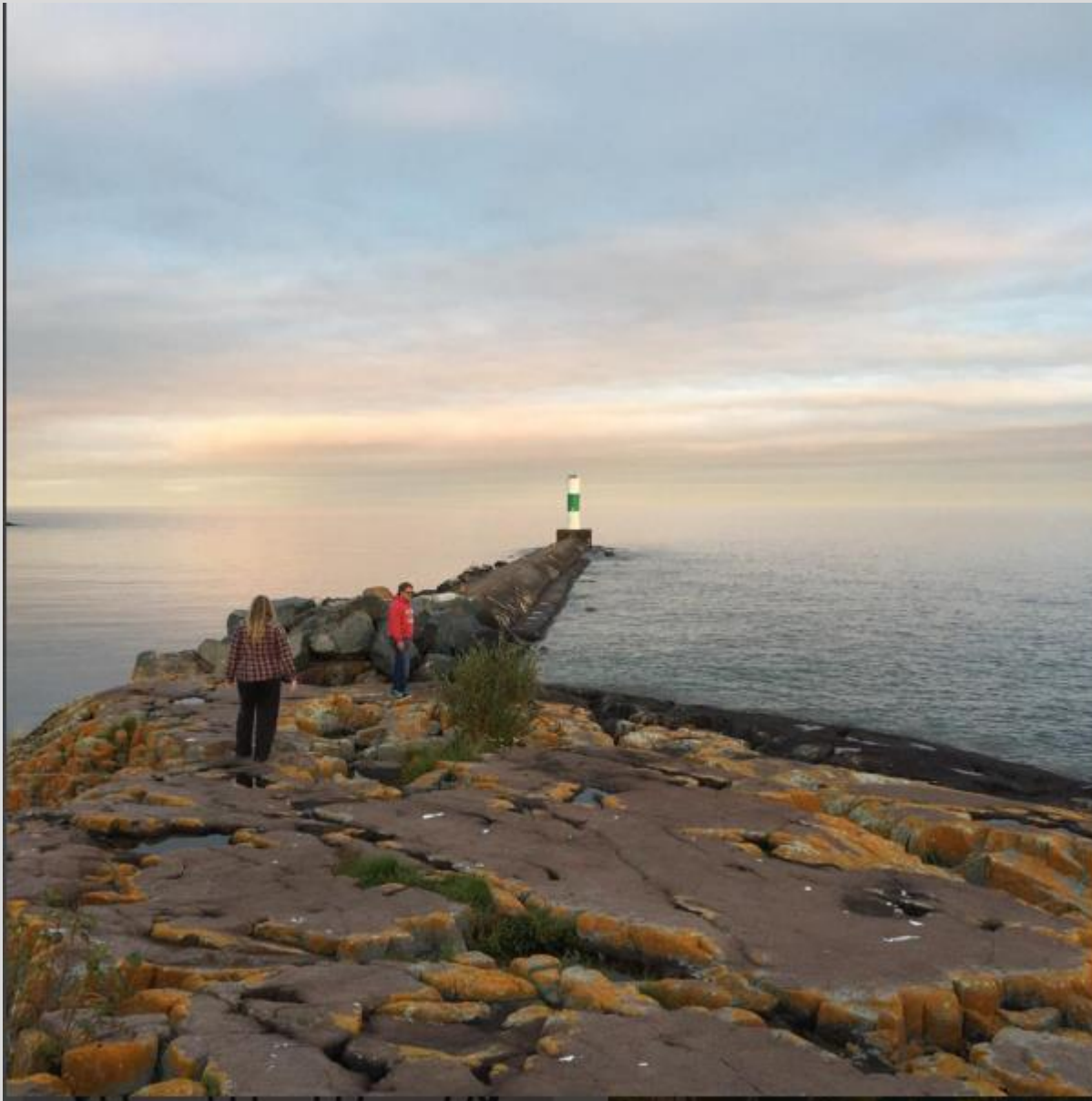


Back at the lab...

- Data collection
 - Automated
 - Manual
 - Casual Search

www.Instagram.com





matt_stennes
Grand Marais Harb...

FOLLOW

28 likes

22w

matt_stennes In my element

matt_stennes #MyNorthShore

jake.ober I have always wanted to go to
the Great Lakes

matt_stennes @jake.ober A must in life



Add a comment...

ooo

Data Analysis

- Thematic coding
 - Word/phrase
 - Iterative process
- Creating the codebook
 - Literature
 - Preliminary review
- QSR Nvivo 8
 - Data organization software

Natural Resources

Landscape

Waterfalls...

Outdoor Recreation

Activities

Constraints...

Built Infrastructure

Roads

Buildings...

Human Subjects

Self

Rec. Providers...

Culture

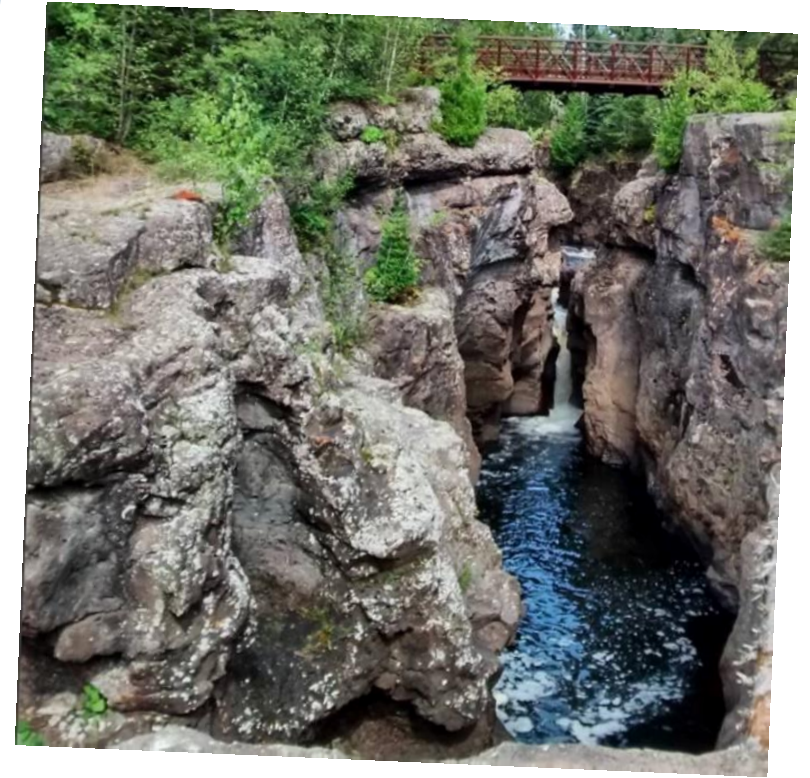
Ojibwe

Food & drink...

Affect

Positive

Negative



CONTINUING UP THE NORTH SHORE, WE HIKED AT
TEMPERANCE RIVER. SERIOUS GORGE AND CLIFFS!

NorthShorePhotovoice.nvp - NVivo

File Edit View Go Project Links Code Picture Format Tools Window Help

New [Icons]

Code At Name (2 nodes selected)

Nodes

- Free Nodes
- Tree Nodes
- Cases
- Relationships
- Matrices
- Search Folders
- All Nodes

Tree Nodes

Name
Built infrastructure
Human Subjects
Culture
Affect
Location

Picture1 Picture2

Sources

- Nodes
- Sets
- Queries
- Models
- Links
- Classifications
- Folders

Select Project Items

☒ Automatically select subfolders ☐ Automatically select hierarchy

Name	Nickname	Created	Modified
<input checked="" type="checkbox"/> Human Subjects		1/27/2016 9:20 PM	1/27/2016 9:30 PM
<input type="checkbox"/> Self		1/27/2016 9:20 PM	1/27/2016 9:30 PM
<input checked="" type="checkbox"/> Family and friends		1/27/2016 9:20 PM	1/27/2016 9:30 PM
<input type="checkbox"/> Adults		1/27/2016 9:20 PM	1/27/2016 9:30 PM
<input checked="" type="checkbox"/> Youths		1/27/2016 9:21 PM	1/27/2016 9:30 PM
<input type="checkbox"/> Mixed generation		1/27/2016 9:21 PM	1/27/2016 9:30 PM
<input type="checkbox"/> Recreation provider		1/27/2016 9:21 PM	1/27/2016 9:30 PM
<input checked="" type="checkbox"/> Number in photo		1/27/2016 9:41 PM	1/27/2016 9:41 PM
<input type="checkbox"/> 1		1/27/2016 9:41 PM	1/27/2016 9:41 PM
<input checked="" type="checkbox"/> 2		1/27/2016 9:41 PM	1/27/2016 9:41 PM
<input type="checkbox"/> 3		1/27/2016 9:41 PM	1/27/2016 9:41 PM
<input type="checkbox"/> 4		1/27/2016 9:41 PM	1/27/2016 9:41 PM

Select item from nickname [Dropdown] [Select]

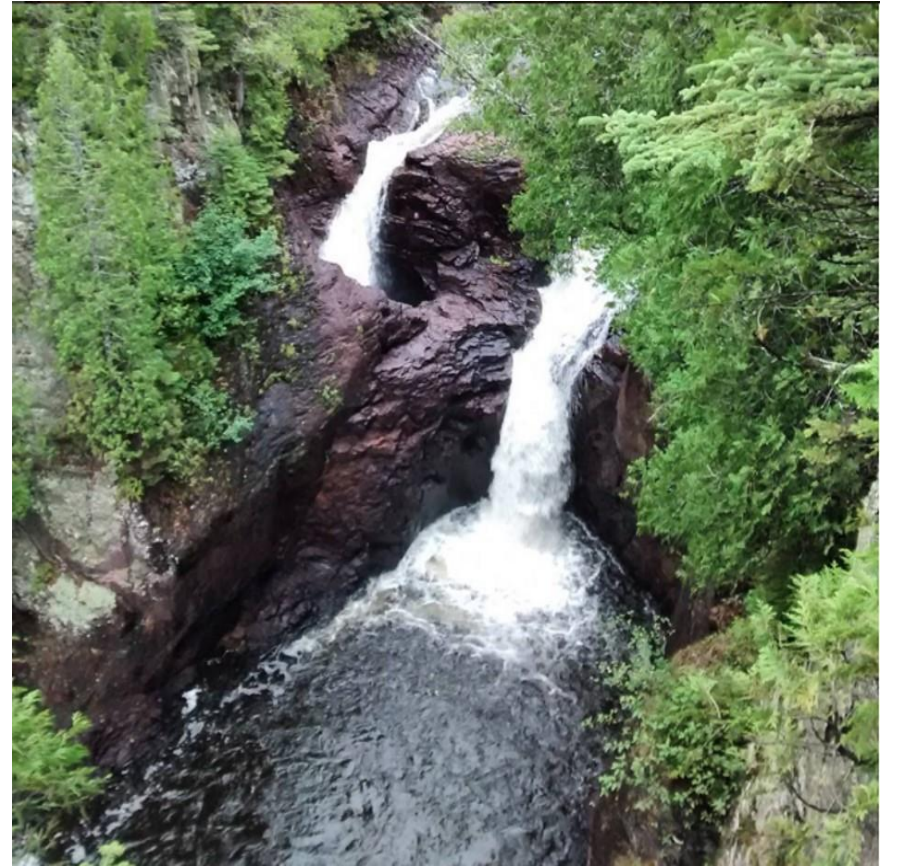
[Filter] [Clear Filter] [Select All] [Clear] [OK] [Cancel]

3 Lake Agnes

* [Greyed out row]

AM | 110 Items | Nodes: 0 References: 0 | Editable | Unfiltered | 0.0: 940x750

Devil's Kettle Falls. Another great hike...and interesting too! The stream on the left falls into a huge gorge, and nobody knows where the water comes out. Hmm. #mynorthshore



Natural Resources



BEFORE THE ROAD GAVE OUT THERE WERE
FLOWERS... #MYNORTHSHORE

Outdoor recreation



TAKE YOUR OWN PATH #HIKE
#MYNORTHSHORE #CROSBYMANITOU

Human subjects



I'M ON A BOAT! ABOARD THE HJØRDIS
ENJOYING THE WAVES OF #LAKE SUPERIOR

Built infrastructure



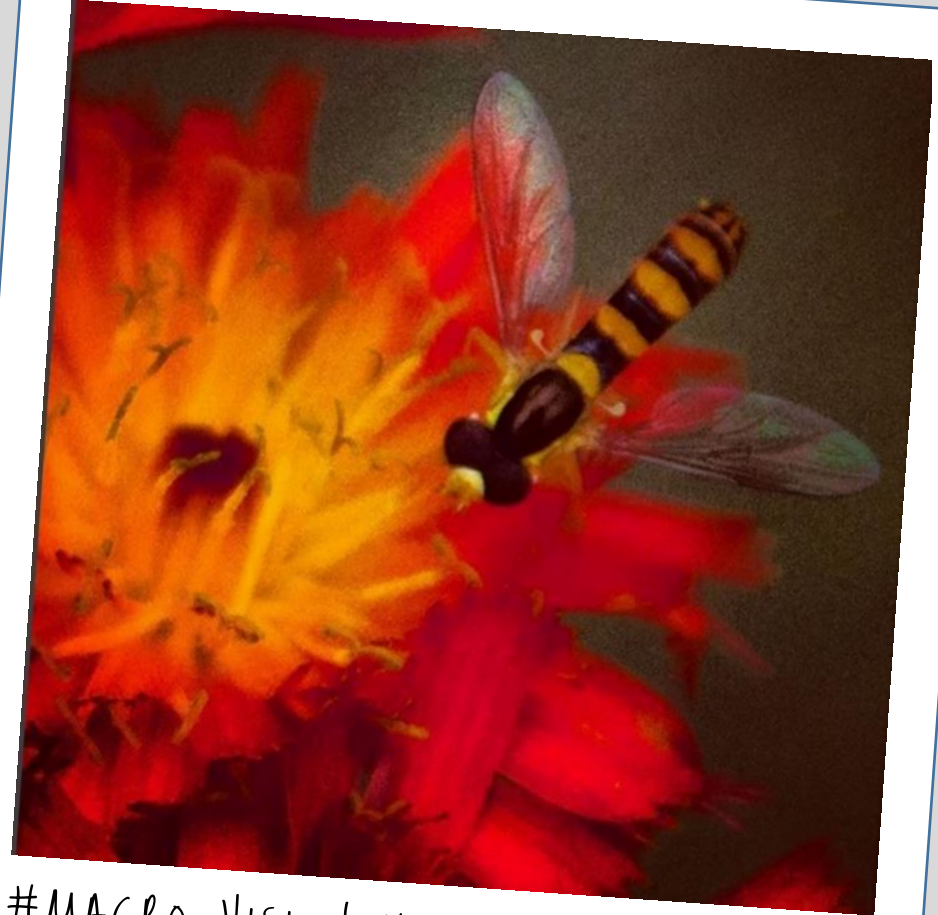
#BIKE RACK #GRANDMARAIIS #COOKCOUNTY
#WHOLEFOODS #COOP #MYNORTHSHORE

Culture



THIS IS HOW WE START
OUR VACATION DAYS!

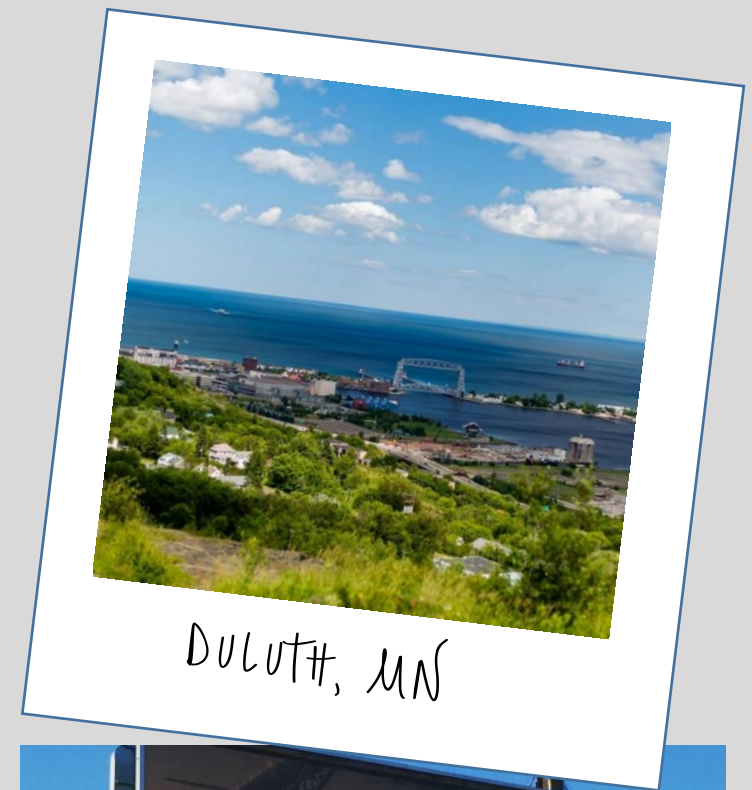
Affect



#MACRO-VISION #MAIN-VISION
#NOTHINGISORDINARY #MYNORTHSHORE

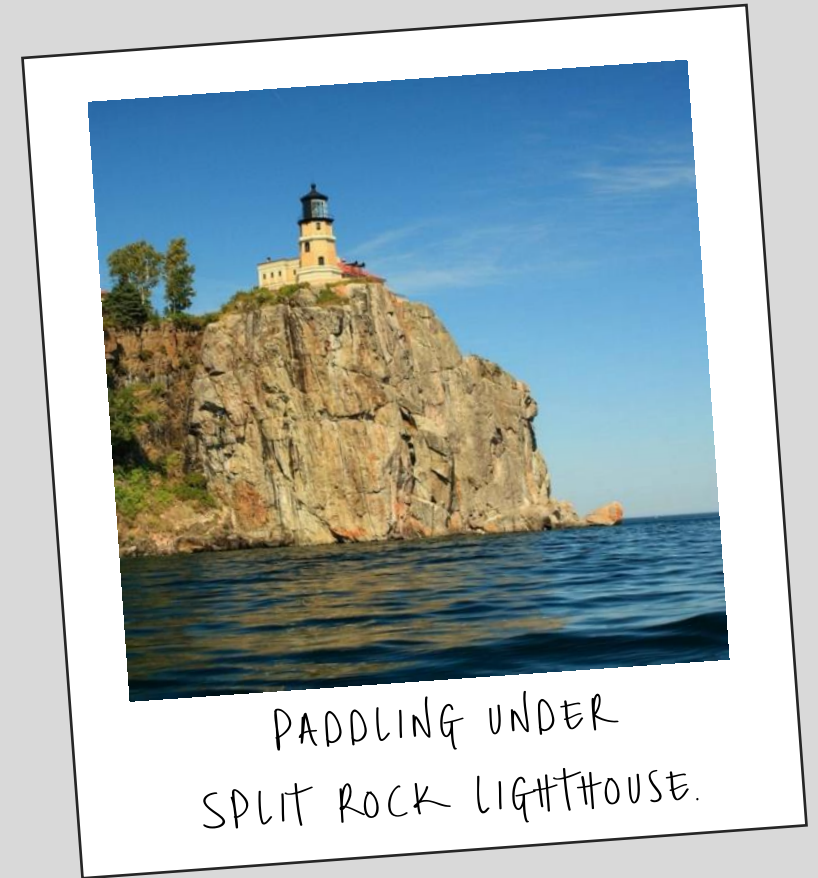
Implications

- Emerging process (Metaxas & Mustafaraj, 2014)
 - Patterns
 - Central themes
- Understand place meanings
- Nurture sense of place (Rickard & Stedman, 2015)
 - Trust
 - Policy
 - Marketing
- Expand existing use of social media
 - Visitation (Wood, Guerry, Silver, & Lacayo, 2013)
 - Ecosystem services (Richards & Friess, 2015)

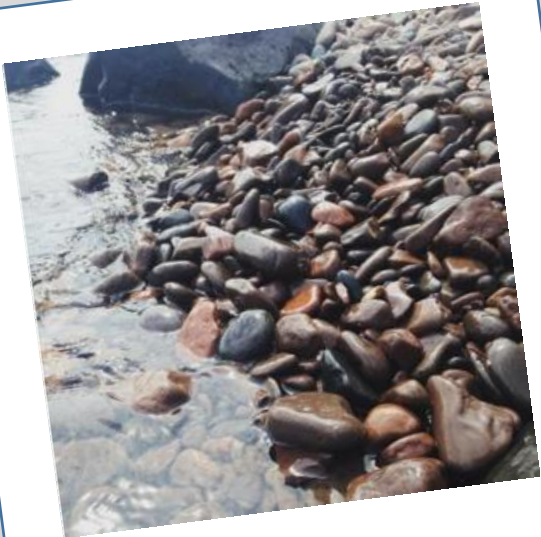


Future Research

- Assess benefit to stakeholders
 - Spring Workshops: March 2016
- Compare prompted & “organic” posts
 - Key terms, tags, text
- Map photos/themes
 - By theme



“Attachment to places is one of the most powerful among human emotions... [humans] associate themselves with places where their memories lie or where they expect future interactions, and **they seek their ‘selves’ in the signs and symbols embedded there**, perceiving themselves at the centre. For this reason, they load significant values to these places, and **for many, whether residential or non-residential, these places are ‘home’...**”



(Sancar & Severcan, 2010, p. 295)

